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July 15, 1989

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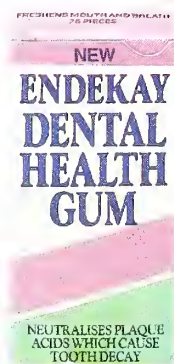
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COMMENT

Pharmacist member of the Society of Family Practitioner Committees Noel Baumber, is asking it to adopt a radical series of proposals that ultimately would alter the location of the premises where rural dispensing is done, who does it, and the terms of service (see p72). Mr Baumber's basic premise is that the present system is not to the benefit of patients and that his proposals would allow FPCs to site dispensaries where they best serve the interests of patients, also ensuring that the best equipped professional — the pharmacist — oversees that process.

At present pharmacies in rural areas, limited to dispensing for patients within a one mile radius, will seek to locate in thickly populated areas without considering whether a site nearer the GPs might be more convenient for patients — viability is the key. Extension of the dispensing limit to three miles would allow more flexible siting, and ensure viability, a vital thing now that cost-plus has been lost. And Mr Baumber's idea that pharmacists must deliver to patients on request within that area would be a patient-plus. He rightly points out that many pharmacists already deliver in rural areas not serviced by

dispensing doctors, unsubsidised by any practice payments, but says an item of service payment will need to be made in future.

And Mr Baumber wants every dispensing doctor to be required to involve a pharmacist in their dispensing and for those practices to be subject to pharmaceutical practice subcommittee control in all things, including location. He foresees a breakdown of traditional inter-professional divisions leading to "economies and efficiencies of scale". When the NHS reforms are implemented FPCs will be key in the management of resources to achieve this. Their powers will be increased and they will be much better able to determine who provides a particular service and at what price. Mr Baumber's proposals could well appeal to FPCs in their new role, at least elements of them. And with lay persons involved, Government could well be sympathetic to the SFPC think-tank.

Preliminary discussion has already taken place at the SFPC with no guarantee that the end result will be as Mr Baumber envisages. It is time for the Society and the PSNC to get involved in this debate to ensure it continues to develop along the right lines.

Baumber seeks to widen rural future debate

Lincolnshire Local Pharmaceutical Committee secretary Noel Baumber is seeking to widen discussion over the future of rural dispensing by proposing a new two-stage plan for development of pharmaceutical services in rural areas.

Mr Baumber's plan, outlined in a letter this week to Society of Family Practitioner Committees secretary Derek Day, includes a new three mile limit for pharmacy dispensing, linked to an obligation by pharmacists to develop domiciliary services. In the longer term, Mr Baumber envisages a process of integration of pharmacies with dispensing doctor practices under a single standard of dispensing, paving the way for a removal of dispensing boundaries altogether.

The Council of the Society of FPCs is due to discuss Mr Baumber's ideas on July 21. By seeking wider publicity, Mr Baumber says pharmacists should see what is being attempted on their behalf, and he hopes to encourage the Society's Council and the Pharmaceutical Services Negotiating Committee to consider his proposals in the light of their own plans. "Contractor

pharmacists may even feel moved to urge their FPCs to support discussion of the subject," he says.

Mr Baumber hopes he has been constructive. "I fear primarily that current deliberations to appease, not oppose, disgruntled dispensing doctors, are taking place too soon and are bound to result in compromise and loss for pharmacy."

In his letter to Mr Day, Mr Baumber says the "straitjacket" one mile limit is obsolete because it takes no account of modern mobility, confuses the public with indiscriminate judgments, forces pharmacies to open where most people will be affected, not where it will be most convenient for patients, and prevents FPC members from planning services for which there is a growing public expectation.

Mr Baumber suggests that the SFPC Council adopts an interim policy that the limit is increased to three miles as in Eire, with pharmacists providing domiciliary delivery services within the three mile radius at the patient's or doctor's request, remunerated on an item of service basis.

Mr Baumber says he wants to "mobilise" the pharmacy profession, and that is the *quid pro quo* for the three mile limit. "We have the doctors saying they are the only people who can deliver to patients. What I am saying is that pharmacists are doing it and will do it. You can only ask for bigger territory if you are going to provide the service."

His long term strategy would reflect the need, expressed in Section 53 of the Medicines Act, for qualified pharmaceutical supervision and organisation of dispensing in both main and branch surgeries. "To declare no boundaries now would collapse the whole system," he says. "But if doctors have to come under pharmacy legislation, dispensing doctors would get pharmaceutical contracts providing a pharmacist is included in the surgery primary care team. This would allow FPCs in future to plan the proper distribution of pharmaceutical service contracts."

Lastly, Mr Baumber envisages a genuine rural subsidy of medical services for the most isolated of doctors, on the lines of the payments made in Scotland.

New FP10 bogged down in system

The development of a new prescription form, along lines proposed by Lincolnshire LPC secretary Noel Baumber, is fast becoming a saga, with further changes likely and much negotiation before any real progress.

Mr Baumber told *C&D* this week that he had redesigned the form yet again, incorporating suggestions from the Prescription Pricing Authority. The Royal Pharmaceutical Society had expressed concern over three of the items on the back of the last design, including a reference to the Data Protection Act, a space for the patient to sign to say they had received a delivered prescription, and a space for a patient to sign if they did not want child-resistant closures. Though, as Mr Baumber points out, following the "That's Life" item programme on CRCs, the Society "may well change its minds about that now".

Mr Baumber says he is ready to work on a further refinement of his design, but the next step is for pharmacist and doctor negotiators, as several of the proposed amendments have legal and financial implications that have to be agreed with the Department of Health (see *Letters* p88).

One-stop shopping still on top

Most mothers prefer one-stop shopping but supermarkets have declined slightly in popularity since last year, according to the 1989 Farley report, "Having a baby — is it worth it?"

This year, 83 per cent of mothers preferred supermarkets to local shops (13 per cent) compared with 87 per cent last year. Lack of choice and high prices were given as the main disadvantages of local shopping.

A third of mothers claim convenience to be a key factor when shopping locally for baby foods and other items. Two in five mothers saw no advantage in using their local pharmacy for buying baby goods and an even larger proportion (45 per cent) considered this to be the case with other local shops. Pharmacies had the edge over other outlets because they offered advice.

Mothers complained about not being able to take babies inside local shops. Other suggestions for improvement included a more competitive pricing policy and an improved choice of products and

brands. Few mothers see a relationship between price and brands and do not cite it as a reason for choosing a particular brand.

Crookes Healthcare commissioned the survey of mothers of babies aged 18 months or younger, and 409 mothers were interviewed between April 17-28, when publicity over babyfood tampering was rife. When asked what foods they had stopped buying because of recent contamination scares, 54 per cent mentioned eggs, 45 per cent jars and tins of babyfood, 9 per cent said poultry, 8 per cent red meat and 3 per cent dairy products.

Just over half the mothers (53 per cent) gave their babies babymilk, citing convenience, medical advice or "I prefer it" as the reasons. Forty two per cent of mothers say they are most likely to buy babymilks at a pharmacy or drugstore, but as their babies grow they are more likely to shop in supermarkets. Two thirds buy babymilks once a week or more.

The popularity of baby rice as

a first food has increased since last year and 48 per cent of babies under six months are now fed this as a first solid.

Rusks, at 30 per cent of the total, are the second most popular baby food.

The most favoured presentation during the weaning period is packet food, used by 75 per cent of mothers, followed by jars (52 per cent) then tins (39 per cent). Sixty-nine per cent of mothers thought packets offered better value. Jars came into favour later, when solids are firmly established — on the grounds of convenience and variety.

The estimated cost of having a baby for a month (in buying food, nappies, clothing and paid help) has increased by 19 per cent since last year to £56.

Product labelling remains a source of confusion and two-thirds of mothers thought the description of ingredients should be made clearer. Six out of 10 said they always look at the label to see what a product contains when buying it for the first time.

Atenolol holds its own

Bisoprolol, a recently-launched cardioselective beta-blocker, seems to have no clinical advantage over atenolol, according to the latest *Drug & Therapeutics Bulletin*.

In a comparative trial bisoprolol (10-20mg) and atenolol (50-100mg) produced similar falls in blood pressure in 94 hypertensive patients, although more patients achieved target blood pressure (<95mmHg) while taking bisoprolol.

In a comparison of ampicillin, pivapicillin and amoxycillin the *Bulletin* notes that all three are similar in activity spectrum.

All three can be given three times a day as they reach peak blood levels in 30-90 minutes and are eliminated at the same rate.

On an equivalent dose comparison ampicillin is the cheapest of the three drugs at £1.05 for five days treatment (500mg three times a day).

Express exposé

'Underhand tactics' used by dispensing doctors to fight off pharmacy competition in rural areas were "exposed" in last weekend's *Sunday Express*.

The article stemmed from conversation between Essex LPC secretary Miall James, and Harlow MP Jerry Hayes.

News of the way some doctors are defending their dispensing rights could be useful ammunition for Health Minister Kenneth Clarke who is having difficulty convincing doctors about his plans to reform the NHS, says the article.

Jerry Hayes told the *Sunday Express*: "One accepts that the overwhelming majority of doctors do care deeply for their patients. But yet again the irresponsible minority are up to their old tricks."

"All this information about the problems of rural dispensing will be taken into account when the Government introduces its indicative drug budget proposals."

Miall James, who has for some years been advising pharmacists in rural areas, first met Mr Hayes at a PSNC dinner and naturally got chatting about pharmacy matters. After meeting Mr James again recently, Mr Hayes suggested taking the story to the Press.

Cholesterol keeps NPA busy

The National Pharmaceutical Association says it has been inundated with phone calls both from the public and pharmacists seeking information on cholesterol testing since publicity on last week's "World in Action" programme.

People have been seeking the nearest pharmacy offering the service, wanting to get a cholesterol test away from a surgery.

The NPA says those wanting to participate in the Ames Minilab trial should contact the business aids department as some of the 20 units, at the trial price of £577.50, are still available.

The Ames Minilab hardware currently costs £770. Subject to the trial now in progress — to verify its suitability for use in the pharmacy, the NPA hopes to offer the equipment with its full approval at a special price in three or four months time.



"Fortunately for you, sir, we've taken a tip from the big boys and moved into hardware ourselves!"

NPA conference and 'mini show' set for November

The National Pharmaceutical Association has approved plans to hold a North West Conference and "mini NPA show" on Sunday, November 19, at the Lord Daresbury Hotel, near Warrington.

The basic theme will be how to maximise the potential of your pharmacy through shop and dispensary layout, the Board heard at its June meeting.

Wholesale dealers licence The Board expressed concern over the increase in the cost of a wholesale dealers licence to £650 for five years, plus £650 for each inspection. NPA director Tim Astill has written to the Medicines Control Agency requesting that community pharmacists should be offered some exemption from these fees. He says the new charge will "render unprofitable those supplies made by community pharmacists to doctors and nursing homes" — supplies regarded by the DoH as "wholesale dealing" under the Medicines Act.

Pregnancy and baby care The Board agreed to the joint publication of this free information booklet with the Royal College of Midwives.

Solvent abuse Renewed support and an additional donation was approved by the Board for Resolv, the voluntary body fighting solvent abuse. Pharmacists were reminded that they are liable to heavy penalties if they sold substances having reason to believe that they may be abused.

NPA prize The Board agreed to the increase the NPA prize awarded

to schools of pharmacy to £55.

NPA offers The Philips 3100 fax machine is to be offered to members at a special price.

David Sharpe (Northern Home Counties). Mr Sharpe was

congratulated on his Charter Gold medal awarded by the Royal Pharmaceutical Society.

European pharmacy car rally The Board agreed details should be publicised to NPA members.

BGMA backs NAPD Code and own audit

The British Generics Manufacturers Association has backed the NAPD's new Code of Wholesaling Practice (C&D last week) while confirming its own commitment to the safe and efficient distribution of medicines.

BGMA director Alan Smith says members — the Association currently represents Approved Prescription Services, CP Pharmaceuticals and Evans Medical — will be carrying out a comprehensive audit of all their wholesalers over the next three months. The companies will be looking for recognised training for key personnel, stringent recall strategy and records, depth of product range, storage conditions, and distribution and delivery frequency.

"At one end of the production chain we have legislation to ensure good manufacturing practice. At the other end pharmacists have to adhere to the Code of Ethics," said Mr Smith. "It is important that the pharmaceutical wholesaler meets strict criteria otherwise he represents a weak

link in the chain."

Mr Smith said that there were over 2,000 wholesalers operating in the UK, some of them "from some strange places". The real problem was the ease with which someone can get a wholesale dealer's licence.

□ A scheme whereby doctors would specify "BGMA" on a prescription in return for an assurance of quality was one option in the whole generics/OPD/1992 debate, Mr Smith told *C&D* this week.

Time was short for generic manufacturers to make the most of the post-1992 Euro-opportunity, Mr Smith said, an opportunity inextricably linked to original packs.

"We are trying to get British manufacturers to decide on a common pack size for each generic, with some agreement on package insert leaflets. Then we've got to get across to prescribers, either through a kitemark, or some other symbol, that these companies are going to this expense."

A handful of pharmacists have been catapulted into the limelight by the recent successful launch of a pilot blood cholesterol testing scheme by the Pharmaceutical Services Negotiating Committee. Amid radio and television appearances and newspaper commentary, the trialists have landed in the middle of a hot debate currently dividing the medical profession. Should the man in the street be able to have a test on demand?

Cholesterol testing: sensation or salvation?

Smoking, hypertension and high blood cholesterol levels have been shown to contribute to increased risk of heart disease.

The public has been well educated about the risks of smoking, and many people are aware of the dangers of high blood pressure. Although years of margarine advertising has stressed the benefits of "polyunsaturates" it is only in recent years that awareness of the danger of high blood cholesterol has grown.

New technology, allowing tests to be done in a matter of minutes instead of weeks, means that cholesterol testing has become a viable method of helping to reduce Britain's toll of 500 heart-disease related deaths a day.

High risk groups for which cholesterol screening is recommended:
History of coronary heart disease
History of hyperlipidaemia
Hypertensives
Diabetics
Obese people
History of gout
Smokers

But not everyone thinks that tests should be available on demand, arguing for selective screening of high risk groups (see table) rather than universal screening of all adults. Universal screening has been going on in America since 1985, and in most of Europe it is the norm.

The proponents of selective screening say coronary risk factors are multiplicative and not additive, and a decision to test should only be made after assessing all factors. Hugh Tunstall-Pedoe, a cardiovascular epidemiologist based in Glasgow, fears that "the cost and anxieties of measurement may be disproportionate to the potential benefit". In men aged 35-45 who are non-smokers and have low blood pressure, the risk due to cholesterol is minute. Where other risk factors exist the risk is multiplied many times, he writes in the *BMJ*.

The Coronary Prevention Group and the British Medical

Association are the two main bodies whose criticisms of mass screening through pharmacies were widely publicised following the PSNC launch.

The CPG supports screening of high risk groups. "We believe cholesterol screening has a role to play in a comprehensive strategy to prevent heart disease, but it must not be seen in isolation from other risk factors," CPG director Michael O'Connor told *C&D*.

His main objection to pharmacists carrying out such tests is that he thinks adequate back-up facilities for counselling should be available. "I don't see how it can be done in chemist shops given that the chemist has only had one or two days training," he says. Mr O'Connor has suggested to the PSNC that pharmacists' ability to counsel should be evaluated by a check of those tested after six months.

He believes that a screening policy should involve non-invasive tests like blood pressure measurement, checking on smoking and looking at family history. Doctors should carry out the tests as they have much better training in preventative medicine, says Mr O'Connor, who also thinks there should be more community dieticians and more resources for health education.

Pharmacists do have a role in providing health education, says Mr O'Connor. "But it would be more useful for a patient to go to the doctor for high cholesterol levels to be identified and have initial counselling, and then get a check up every six months in a pharmacy," he suggests.

Mr O'Connor adds that he finds it difficult to imagine how pharmacists have the time and training to sit down with someone for half an hour to discuss diets. "How can they do it for £6?" he asks. "My fear is that cholesterol testing will take off, with garages taking part, and that it will become more of a revenue maker than a test for health."

The British Medical Association has also frowned on pharmacists' involvement in this diagnostic area. "The whole issue is quite complex. Some people

rely on cholesterol levels heavily as a diagnostic method, others think it does not give the whole picture," Carmel Turner, of the BMA told *C&D*.

The BMA feels that the best person to give the test and counsel patients is the GP, "because they know the family history and all the factors that can influence the heart disease."

David Sharpe, PSNC chairman, has defended the pharmacist's position in newspaper, television and radio interviews. The media response to the trial has been unbelievable and 100 per cent supportive, he says. He dismisses the BMA's fears about this extended role for pharmacists. "We are talking about health screening, not about us becoming consultant lipidologists," says Mr Sharpe.

Pharmacists are able to counsel people properly and refer them to GPs if necessary, and he questions the ability of GPs to put themselves forward as experts on dietary advice. "We are just as well qualified to advise on dietary control," says Mr Sharpe.

The Family Heart Association has been most supportive of pharmacy involvement and believes cholesterol screening should be available on demand.

The Association is a consumer body and its independent research has shown that 75 per cent of the population is aware of the link between high cholesterol and heart disease. Some 95 per cent of people said they would change their diets if they knew levels were too high, but 93 per cent are unaware of their cholesterol count.

Donald Steel, director of the Association, has firm views about the attitude of those doctors who are against people finding out their cholesterol levels on their own initiative: "Saying that this will raise people's anxiety is very patronising and another example of the medical profession telling people what is good for them."

He describes the test as "magic", because of the instant result it gives. "Not too long ago if you wanted a cholesterol test you had to have blood taken from a

vein and wait 14 days for the result. The Reflotron requires a very small finger prick and gives a countdown to the level in minutes."

That countdown has a tremendous motivating effect on people, says Mr Steel. "You can talk to people about smoking until you are blue in the face, tell them about their weight and they'll laugh at you, but when they use that machine it dawns on them that this is something they can actually do for themselves."

Whatever the objections to High Street screening, the early signs are that demand for the service through pharmacies will be high with many people willing to pay the £6 fee.

Participants in the PSNC study are reporting a great deal of interest shown with inquiries coming from well outside their expected catchment area.

George Paisley in Coventry has taken advance bookings from people in Birmingham, and Dr Hetherington in Newcastle has had inquiries from across the border in Scotland. David Archer, of the Meadowhead Pharmacy in Sheffield, says he assessed more than 100 people in the first two weeks of operation.

Another criticism of the scheme is that low income families, who may be at higher risk because of poor diets, may be missed because they can't afford to pay. Mr Archer agrees that, as yet, he is not getting the people "that need sorting out". His customers tend to be motivated and as a result their levels have tended to be normal.

Don Steel believes that the general public wants testing to be more widely available and are missing out, while cardiologists (who tend to be against widespread screening) and lipidologists (who tend to be for universal testing) battle it out.

Says Mr Steel: "We spend £500m a year on heart surgery and only £5m on preventing heart disease. It's about time that we catch up with the rest of Europe and America or the general public will be the victims of compromise."

Council acts on CRCs

The Council of the Royal Pharmaceutical Society has clarified its statement on child-resistant closures to specifically cover products dispensed from broken bulk for sale in the pharmacy.

The move follows criticism of the profession on a recent edition of the BBC's consumer programme "That's Life". The programme reported the death of a two-year-old from pneumonia and kidney failure following the taking of iron tablets prescribed for his pregnant mother. But researchers from the programme subsequently bought iron products from pharmacies, sold from dispensing packs, and presented in containers without CRCs.

The amended statement is printed in full on p84.

Animal tests in focus

The procedures used when animals are subjected to experiments to ensure the safety of cosmetics are to be subject to further scrutiny by the committee established to prevent unnecessary harm being inflicted on animals.

The committee is to study detailed information on the use of each procedure authorized when the safety of toiletry and beauty preparations is established.

The committee's annual report, published earlier this week, underlines the case for not imposing a blanket ban on the testing of cosmetics or their ingredients.

Fosfor recall

Chancellor say they are recalling all batches of Fosfor syrup manufactured before June 1987, when the shelf-life of the product was reduced from five to two years.

Batches to be returned are in the ranges AA6001-5, AA7001-3, AB7001-3, AC6001-5, 7001-3, AD6001, AD7001-3, AE7001-12, AF6001 and also batches in the range 17461-17653.

Any stock from these batches should be returned to Malcolm Barker, QC manager at Chancellor Group Ltd, Abbey House, The Industrial Estate, Wrexham, Clwyd LL13 9PW. Chancellor say they will arrange for replacement stock to be dispatched.

TOPICAL REFLECTIONS

by Xrayser



Scandalous scanning

Our local supermarket, one of a large chain, now bar scan all goods at the checkout. That this significant improvement in their stock control with its automatic analysis of actual physical stock in hand at any moment, is here to stay is not in doubt. As a management tool its logic is irrefutable. As a PR proposition it ought to be a success, since it gives the customer a printed receipt listing the items bought by name. But something is going wrong.

Yes, we too have found the prices charged different from those on the shelves. Since they sell across the range I stock and my prices are competitive, I'm not unhappy at their embarrassment. Yet despite their highly competitive stance, I don't believe these stores would deliberately attempt to cheat, and so asked a colleague who is involved in upper management in one of them how the problem arose. He was a bit coy I thought. (I learned later his branch had "difficulty" with the OFT over it!)

His explanation was that every month head office sent a list of amendments to be entered in the computer. A certain staff member was responsible for changing the shelf-edge price strips — normally on Thursday or Friday night after 5.30pm with the computer amended subsequently. The problem he had was in somehow ensuring simultaneous action. In the quest for efficiency they had "lost" one fifth of their floor staff, since they no longer had the individual product price ticketing to do. Two benefits then: first a direct reduction of labour costs and second a much more complete control of stock records which, if any management skills exist, must mean a shake-out of duff sellers and increased stockturn.

Why do I raise the subject? Well, a while ago Kodak sent us some material on

their EPoS system which suggested we could reduce our inventories and increase our profits. Our wholesalers, too, have broached the subject. My retail stockturn is less than three. The spread of items is unwieldy, with some of it held "to complete the range", rather than on any objective criteria. I have five/six staff. Could I afford EPoS? I'm not convinced. I have no head office to do the back-up work, which I think would overwhelm my one-man band. But the stimulus given by the dream

proposition of losing 40 per cent of my retail stock has sent me back to the ordinary stock records I keep for all my direct accounts.

If we are to aim at, say, six stockturns a year, my profitability from working capital invested would be doubled. And I could liberate perhaps as much as £15,000! The trouble is, would my shop look half empty? And although it might not be efficient, in our secondary sites with more reasonable rents, I suspect it is our willingness to carry a comprehensive stock, including slow moving items, which contributes to our sustained presence. To my mind, however, such loss-leading can only be justified if we get an average customer purchase of at least four items per call.

Our methods of display and policies of marketing have got to be on par with the best of our competitors so that once inside our doors the customer is happy to buy what she, or he sees. I can't help it. I hate saying "no" to a customer. Yet when I look at the multiple variations of a theme every manufacturer foists upon us... It might make sense for the manufacturers, but leaves us holding a pig's litter instead of one beautiful bouncing baby. So this year my priorities include a cold-blooded look at individual products, one by one, to see if they justify their being held in stock. I don't think I could cope with EPoS, but I will be doing some pretty thorough scanning from now on...

COUNTERPOINTS

Odoreaters step out

Launched in May, Odoreaters foot powder is now being advertised in the national Press, with 70 per cent of adults expected to see the advertisements at least eight times.

Additional support is being provided through sampling, with 150,000 sachets of foot powder being packed into flashed Odoreaters Ultra-Comfort, Super-Tuff and Trainer Tamers packs. This stock will be used to fulfil orders until exhausted. *Combe International Ltd.* Tel: 01-680 2711.

Rose Laird are to launch a skincare merchandiser holding 18 products which comes free with the purchase of a package containing 4x18 of the skincare range at £182.16 trade. *Rose Laird International Ltd.* Tel: 061 431 5937.

New look Baby Fresh



Baby Fresh wipes are set to appear with a new look in August. The pack will contain more wipes which will also be easier to pull out thanks to a new "z-fold" format.

The 40 wipe pack has been replaced by a 42 wipe pack, while the larger pack of both standard and fragrance-free Baby Fresh have increased from 80 to 84 wipes, both at no extra cost.

The 9x40 case is being replaced by a 8x42 case; the

18x10 by 16x42 and the 18x80 by 12x84.

The silver foil cover on the tubs has been replaced (except on the travel pack) by a hermetically-sealed lid to prevent the wipes drying out. Each pack is wrapped in a thin transparent film to protect the seal at point of sale. This year £2m has been budgetted to promote the brand, including a television campaign. *Scott Ltd.* Tel: 0342 327191.

Dry Hands

An anti-perspirant with a difference is being launched by Cosmetics Consultants. Hands Dry is an odourless gel which when applied to hands dries (in two minutes) to prevent sweating.

The product is aimed at sportsmen in particular, and anyone who wants dry hands for situations like job interviews, say *Cosmetics Consultants Ltd.* Tel: 0225 444161.

Palmolive on the box

Colgate-Palmolive are supporting their relaunched Palmolive shampoo with a £4 million national television advertising campaign. The 30-second commercial, entitled "schoolgirls", carries the catchline "New Palmolive — pure and mild but not as innocent as it looks". *Colgate-Palmolive Ltd.* Tel: 01-580 2030.

Tenif for angina...

The product licence for Stuart Pharmaceuticals' Tenif has been extended to include dosage recommendations for the treatment of angina.

Clinical trials to compare the anti-anginal efficacy of Tenif with nifedipine or atenolol alone demonstrated significant

reductions in weekly anginal attack rate and glyceryl trinitrate consumption compared with nifedipine monotherapy, say Stuart. Exercise time to the onset of angina is significantly greater during Tenif therapy than during either form of monotherapy.

The recommended dose of Tenif for the treatment of angina is one capsule twice daily. Tenif is recommended for patients where therapy with either a beta-blocker or calcium antagonist proves inadequate. *Stuart Pharmaceuticals Ltd.* Tel: 0625 535999.

Becloforte-VM

Allen & Hanbury's are launching Becloforte-VM to enable doctors to provide asthmatic patients with two Becloforte inhalers and a Volumatic large spacer device, with a single prescription.

The use of Becloforte with the Volumatic device makes

successful drug delivery less dependent on good inhaler technique and reduces the risk of oral-pharyngeal side effects, such as candidiasis, say A&H.

The basic NHS price of Becloforte-VM is £46.20, equivalent to the cost of two Becloforte inhalers with the Volumatic device supplied without additional cost. Becloforte-VM will attract two prescription charges and two professional dispensing fees. *Allen & Hanbury Ltd.* Tel: 01-422 4225.

...and Beta-Adalat

Beta-Adalat is now indicated for the treatment of angina pectoris where therapy with either a calcium channel blocker or beta blocker proves inadequate.

Again, compared with monotherapy, patients taking Beta-Adalat required less GTN and could exercise more, and fewer had ischaemic incidents during exercise.

The recommended dosage for Beta-Adalat in the treatment of angina is one capsule twice daily. *Bayer UK Ltd (Pharmaceuticals Division).* Tel: 0635 39000.

PRESCRIPTION SPECIALITIES

BRIEFS

The responsibility for Propaderm products has been transferred from Allen & Hanbury's to Glaxo Laboratories. Existing 15g and 50g packs of Propaderm cream and ointment, and Propaderm-A ointment will be phased out and replaced with 30g packs. Efcortelan 15g and 50g creams and ointments will also be replaced with 30g packs. Dermovate scalp application 25ml will be replaced by 30ml packs. Betnesol, Betnesol-N, Eumovate, Eumovate-N, Predsol and Predsol-N 5ml drops will be discontinued when current stocks

are exhausted — 10ml packs remain available. *Glaxo Laboratories Ltd.* Tel: 01-422 3434.

Roche Products Ltd have launched Ephynal suspension. The oral suspension of Vitamin E 500g/5ml had previously been available direct from Roche to meet requests from the medical profession. The product has been repacked in line with the new Ephynal pack style, and comes in 100ml bottles (£3.35 trade). *Roche Products Ltd.* Tel: 0707 328128.



Denim launches shower gel

Elida Gibbs' Denim after Shave and complementary male grooming products range is about to enter the shower gel market.

The shower gel is aimed at new and younger users, to attract them to the Denim range. The product, priced at £1.39, is available in a man sized 200ml pack complete with a strap that can be attached to a shower head.

The Christmas support package for the whole range includes a £600,000 (MEAL) advertising budget for a television and radio commercial campaign. *Elida Gibbs Ltd. Tel: 01-486 1200.*

Lucky dip!

Peaudouce are running an on-pack 'Summer lucky dip' national promotion on all economy packs of Ultra Plus nappies from August 1, while stocks last. The promotion features a 50p off-next-purchase coupon plus two extra free bluebirds to go towards Peaudouce's Summer collection scheme.

Mums who collect eight bluebirds will receive a Peaudouce bib, height chart and another 50p off coupon, while those who collect 15 bluebirds are entitled to

the same, plus Fun in the Bath stickers, a Peaudouce beanie hat and a copy of the Peaudouce guide (rsp £3.95).

The promotion will be communicated via stickers on-pack. *Peaudouce (UK) Ltd. Tel: 0992 445522.*

Wellcome have reduced the outer size of Sebamed cream 75ml from 12 to six with a resultant halving of the effective trade price. This has been done to reduce unit purchase price and thus stimulate distribution, and will apply to orders from July 17. *The Wellcome Foundation Ltd. Tel: 0270 583151.*

Berk Pharmaceuticals are adding isosorbide dinitrate 10mg (100, £1.50 trade) and 20mg tablets (100, £3.20 trade) to their generics range. *Berk Pharmaceuticals. Tel: 0323 641144.*

Hoechst say that in future packs of their medical specialties will be printed in a single colour. New colours apply as follows: Arelix midnight blue, Daneral SA tablets light green, Frisium capsules mid blue, Lasilactone capsules violet, Semi-Daonil pale green, Trental 400 tablets warm red. *Hoechst UK Ltd. Tel: 01-570 7712.*

Bencard: Packs of Relifex tablets will contain patient information leaflets from this month. The leaflet has been designed to reinforce advice from GPs and pharmacists. *Bencard. Tel: 01-560 5151.*

E. Merck's parenteral nutrition product, Perfusin, is now marketed by Kabi in the UK. Kabi are providing technical and medical information services for this product and should now be

contacted for all inquiries and orders. E. Merck Ltd will continue to market their enteral nutrition range. *Kabintum Ltd. Tel: 0895 51144.*

Hillcross Pharmaceuticals have added the following to their range: calcium with vitamin D tablets (500, £5.57), cephalixin tablets 250mg (100, £15.22) and 500mg (100, £29.85), chlorthalidone capsules 5mg (500, £7.05) and 10mg (500, £8.80), co-amlozide tablets 5/50mg (100, £8.95; 500, £44.85), ibuprofen tablets 600mg (film coated) (100, £6.78), mianserin tablets 10mg (100, £6.54), 20mg (100, £13.07) and 30mg (100, £19.61), and metformin tablets 500mg (100, £2.39). All are trade prices. The products are available through local branches of any AAH wholesaler. *Hillcross Pharmaceuticals. Tel: 0282 25932.*

Priadel 200 is now available in a 500-tablet pack (£10.61 trade). *Delandale Laboratories Ltd. Tel: 0227 766353.*

KWAI - the pacemaker in the garlic market



- In just one year KWAI is established as the leading garlic product in the British Health Food market
- Specialist retailers and discerning consumers have taken KWAI to their hearts because they quickly appreciated it as:-
 - ▶ a highly superior, second-generation product
 - ▶ rich in allicin yield
 - ▶ free from 'social' disadvantages
- With our phenomenal and innovative advertising PR and promotion programme we have revitalised and expanded the dormant garlic market
- Yet this is just the beginning. In Germany, where KWAI is the leading health care brand, its sales have reached an incredible £40 million p.a. with over 1 million daily users.
- We believe KWAI has the same potential here - that's why we're keeping up our marketing support throughout 1989.
- So please make sure your stocks and display keep pace with The Pacemaker.

Kwai

Highly Concentrated Garlic Tablets
The Spice of Life

Sanatogen gets £0.5m push

Fisons Consumer Health are supporting Sanatogen with a £500,000 burst of Press advertising in high circulation women's and consumer magazines until November.

One of the three advertisements concentrates on multivitamins + multivitamins and iron, the second concentrates on multivitamins + calcium, while the third focuses on Sanatogen children's vitamins. The cartoon theme of the television commercials is echoed in the Press advertising, emphasising the need for a balanced diet to ensure a healthy active lifestyle.

To promote further consumer awareness of vitamins, Fisons Consumer Health have set up the Sanatogen information line on 0898 200555. A four minute tape discusses all the above products. Calls are charged at 38p per minute peak time and 25p per minute off peak. Details are given on all the new Press advertising. *Fisons Consumer Health. Tel: 0509 611001.*

Cow & Gate add jar collar

Cow & Gate say the second phase of their programme to introduce tamper evident packaging is now complete. In addition to the current plastic shrink sleeve their baby meals are now available in a newly developed hot glue "collar".

This consists of a strong plastic collar which is glued to the jar, cap and label to provide a tamper evident seal. The collar is watermarked with the Cow & Gate logo and has two easy to open tear down strips highlighted.

Initially both types of packaging will be available in-store, with the 'collar' jar being phased in from this month.

■ Stockists of Heinz baby foods in jars have until July 29 to return non-sleeved jars to their normal supplier for full credit.

Chinese way

Lifepan are adding to their range of nutritional supplements with Mentar tablets, an extract from the Chinese ginkgo biloba tree.

Price on application, contact *Lifepan Ltd. Tel: 0455 556281.*

New pro dryers from Braun

Braun are launching two Silencio models into the professional style sector of the hairdryer market.

The flagship model, the PFV1600 Control 12 1600 watts dryer, offers separate heat and airflow controls and 12 possible combinations of setting for individual drying and styling control. These settings include three cool curl stages for more body, bounce and longer-lasting styles, and there's also a push-on

air concentrator for spot drying and styling.

The second model is the PF1600 Studio professional style hairdryer which has all the features of the PFV1600 but with four settings.

The PFV1600 is available in black and is priced at £19.95 and the PF1600 comes in white at £15.95. Both models are available next month, say *Braun Electric (UK) Ltd. Tel: 09327 85611.*

Clairol from Bristol Myers

Clairol personal care appliances are now available through Bristol Myers representatives who will take orders for supply by your wholesaler. *Clairol Appliances. Tel: 0784 34343.*

New Goldline 35mm camera

Goldline are introducing a new 35mm motorised compact camera, the Supreme AFP (£59.95). Features include auto focus and a programmable shutter.

It is expected that supplies will be available in the European market by the end of the Summer. *Goldline (Europe Ltd) Tel: 0530 72726*

Fructose jam

Simpkins are introducing fructose sweetened jam and marmalade, which are said to be free of sorbitol, with no added colour and suitable for diabetics or those on sugar restricted diets. The range has tamper evident seals and POS is available. Prices are: 250g blackcurrant, strawberry or orange, at £3.45 (for a pack of six) trade or £0.76 rrp each say *A.L. Simpkin & Co. Ltd. Tel: 0742 348736.*

LRC have put together a trade bonus deal and a shelf organiser for Woodward's gripe water. Details from company representatives. *LRC Products. Tel: 01-527 2377.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
Anadin Extra:		
		All areas
Andrews Answer:		Y
Arret:		TVam
Brylcream:		STV, G, Y, TT
DDD's Colour Run:		TVam
DDD's Stain Devils:		TVam
Goldseal Batteries:		GTV, U, STV, BTV, TSW, TVS
Lanacane:		U, C4
Nice 'N Easy:		C, LWT
Optrex:		All areas except LWT
Oxy:		All areas
Palmolive shampoo:		All areas
Pollon-eze:		LWT
Sensodyne toothbrushes:		STV, G, TVS, LWT, TTV, TVam
Sensodyne toothpaste:		All areas except CTV, C4 & TVam
Showerfresh:		All areas
TCP:		G, Y, C, A, HTV, TSW, TVS, LWT, TTV, TT

Philips Zoom in on beards

The Philips beard and moustache "Zoom" trimmer is for bearded men who wish to keep their growth in check. The Trimmer models comes in two models — the rechargeable HS075 and the battery powered HS050.

The two models have hi-tech matt black looks and both come with lubricating oil, comb and a cleaning brush. The stainless steel blades detach for easy cleaning.

For different beard lengths the Trimmers incorporate a zoom adjustment to cut from "designer stubble" to the thickest beard. Both models can also be used to trim around the hair-line.

The rechargeable HS075 (£24.99) comes complete with its own storage/charging stand and features an LED charging indicator. The battery operated HS050 retails at £14.99. *Philips DAP. Tel: 01-689 2166.*

Rubinstein's Autumn

Helena Rubinstein's Autumn colours and new prices have been announced. New eye shades include Ireland (green) and Norway (pink) at £7.25. There are also two new Kohlstyler shades of medium grey and leafy green — both at £4.95.

Lipsticks (£6.95) come in Autumn red and brick red while there is also a new nail colour (£6.25) in brick red. *Helena Rubinstein. Tel: 01-979 7744.*

Extraordinaire

Orlane's Crayon Extraordinaire is said to be "beautifully soft so as not to drag the skin, yet sufficiently firm in order to give a definite line."

Water resistant, Crayon Extraordinaire (£6) is available from the middle of next month in five shades, ebène, café, bleuët, cyprès and lilas. *Orlane Ltd. Tel: 0252 724090.*

Smith & Nephew are giving further advertising support to their Nivea Facials, launched in the Spring, in a campaign due to run until November, with a spend of £500,000 in the women's Press. More than 750,000 trial size triple packs of Nivea Facials bearing a money off coupon are in circulation, say *Smith & Nephew Consumer Products Ltd. Tel: 021 327 4750.*

N E W

At last a bath oil that really
does provide longer
lasting emollient protection.

THE ART OF SKIN MAINTENANCE



As it contains absolutely no
soaps, detergents,
perfumes, or colourants,

Bath E45 is ideal for
bathing problem dry skin.
Bath E45's distinctive packaging
will immediately link it
with the top selling E45 range.

The E45 heritage
combined with the significant
investment made in
promoting Bath E45 to the
medical profession and
extensive sampling will create an
enormous flow-on
effect for consumer sales.

Bath E45 is the perfect complement
to Cream E45 and
Wash E45 offering effective care for
dry skin conditions. As part of
the top selling E45 skin maintenance
programme, Bath E45
simply allows your customers to bathe the
discomfort of dry skin away.

BATH E45

DERMATOLOGICAL BATH OIL



Behind the best names



Now Naf Naf coloured designer disposables

The French Naf Naf range of designer coloured disposable nappies is being introduced into the UK by Jenks Brokerage, who say independent and traditional pharmacies are one of their prime targets.

Parent company of the Naf Naf boutique and design house, Itrev, see the nappies being bought for special occasion use such as parties, picnics and beach trips. However, recent independent tests showed that one in two mothers would use the nappies both where baby is "on show" and for every day use.

There are three colourways in the range: denim, bright and pastel, with packs of bright and pastel coming in assorted colours — ruby red, sunburst orange, custard yellow, jade green, sky blue and blushing pink; and primrose yellow, powder blue, rose pink and peppermint green respectively. There is no newborn nappy, but "medium" caters for infants of 11-22 lbs (24s, £3.99), large for toddlers of 18-40lb (18s, £3.69), while the

extra large will fit children of 33-44 lb (12s, £12.99).

The colour layer is sandwiched in a triple outer layer of polythene and is said to be safe, non-toxic and non-staining. High absorbency inner padding is quilted to aid dispersal of urine through the one-way liner, with security provided by multi-stranded elasticated legs and resealable tapes. The nappies are claimed to have more wet strength than competitors and are environmentally friendly with non-chlorine bleached padding.

The flash on the packs pictured above will be replaced by the weight in pounds and the slogan "environmentally friendly" on the top left hand corner. No POS material or consumer advertising is planned for the initial launch period.

Jenks marketing manager Steve Earl says: "Naf Naf should create an important super-premium sector within one of the most consistently fastest growing consumer markets . . .". Jenks Brokerage. Tel: 0494 33456.

Ozone friendly

The male Italian fragrance range Acqua di Selva is now ozone friendly.

The propellant is now a combination of propane and butane, much lighter than the previous CFC. To combat the "half-full" impression, the active product content in each can is being increased by 50 per cent.

The deodorant anti-perspirant will now contain 52ml of propellant and 148ml of product. Wigmore Products. Tel: 01-965 1520.

Mennen UK are backing Mennen Speed Stick with a £500,000 national Press campaign this Summer. The ads are running this month in national dailies and Sundays with a second burst scheduled for September. The campaign will be backed by sampling offers and below-the-line promotional support from August to the end of the year. Distributors: Chemist Brokers. Tel: 0705 219900.

Macleans get it taped

Macleans toothpaste carries an on-pack offer of a free three-hour Philips video cassette in return for proofs of purchase and 50p in stamps.

Beecham Toiletries expect over 200,000 redemptions for the promotion which means they could give away almost £1m worth of blank video cassettes.

From next month the Macleans range is to feature in national television and Press advertisements. The total spend for the advertising is £1.8 (MEAL), say Beecham Toiletries. Tel: 01-560 5151.

Rose's diabetic squash has been re-bottled into a 750ml plastic bottle, giving more than 30 per cent extra volume with only a 15 per cent increase in price. The trade price for the new bottle is £7.08 per dozen. Distributors: De Witt International Ltd. Tel: 01-441 9310.



Nicholas choose their Moment for Radox

Nicholas Laboratories are launching a feminine range of bath products called Radox Moments. In three colour co-ordinated collections — blue, peach and green — the range consists of three products: creme bath (400ml, £1.67), shower creme (200ml, £1.61) and creme soap (250ml, £1.38).

Almond and orchid oils have been combined with "the Radox blend of herbs and mild gentle ingredients" to give "the ideal bridge between cosmetic and therapeutic bath products", say Nicholas.

Radox Moments will be available from the beginning of August. Trial packs of the range have been produced — each product type (20ml, £0.39) in a different colour variant. And a free product offer with two proofs of purchase is on the reverse of the packs.

This month, Nicholas are relaunching Radox herbal bath salts. With three new herbal fragrances and redesigned packaging, the range comprises meadowland (green), lakeland (blue) and highland (pink) herbs, each available in 400g and 550g packs. The design features

watercolour illustrations of the countryside associated with each fragrance along with a new badge treatment of the Radox salts statement: "The natural way to ease aches and pains and relieve tension", circling a pestle and mortar with herbal potpourri.

The range is being backed by a £4.25m television campaign, with a specific salts advertising burst breaking nationally at the end of August. A commercial for Moments starting in October, will follow the "It's second nature" theme of the current brand advertising but with a "distinctly feminine theme".

Nicholas have also just published their first Radox bath report, in an updateable binder. It is designed to be the definitive reference manual on the £114m bath additives market (bath liquids, bath salts and shower gels) and to provide a guide for retailers on making the most of the opportunities offered by bath additives. Nicholas intend to update the report regularly with market data and information on specific Nicholas initiatives. Nicholas Laboratories Ltd (Toiletries Division). Tel: 0753 23971.

**THE BABYFOOD MARKET HAS HAD
A ROUGH TIME DURING RECENT
WEEKS BUT COW & GATE HAVE
NOW STRAIGHTENED OUT THE
UNFORESEEN PROBLEMS AND
ARE COMMITTED TO REMAINING
NUMBER ONE IN BABYFOODS.***

Although we've had difficulties recently, the problems were, of course, confined to baby meals.

But now that we have introduced our baby meals jars with extra 'tamper evident' safety seals, the problems are solved.

(Though please bear with us if they are not yet available on all the varieties you require. We are working

as fast as possible to get them on to the whole range.) In all other product areas, it's been business as usual.

And now we're pressing ahead, determined to consolidate our position in the babyfoods market.

With major television and press advertising, to boost sales of all our products. With a direct mail campaign, giving mothers information about the

Cow & Gate ranges.

And with a vitally important PR programme, giving advice to mothers and continually updating them on our babyfood products.

We have the largest share of the babyfoods market. We intend to keep it.

For more information ring Cow & Gate on 0225 768381.

**Cow
& Gate**

*Source: 1989 Food Market Research
The Babyfeeding Survey 1989

Orange boost for Farley's sticker promotion

In a burst of new activity, Farley's are launching a new flavour rusk and are backing the whole range with an on-pack promotion designed to encourage repeat purchase.

The launch of orange rusks follows the success of last year's flavour launch, banana. Product manager Julie Sheard says that banana has taken an 8 per cent share of the £13.5m market in the year since launch.

The on-pack promotion, which will be instore from August until October, offers consumers a free farmyard animal sticker with each pack of rusks. There are six animals to be collected, with small animals in packs of nine and large or small in 18s. Customers are also invited to send off for a Farley farmyard poster for £0.50 on which the stickers can be mounted.

The company promises a heavy public relations programme operating through the mother and

baby Press to support the sticker offer.

Farley's are also taking the opportunity of the new launch to introduce laminated foil inner packaging across the whole range, offering consumers "increased freshness" and retailers an extended shelf-life to 18 months. *Crookes Healthcare. Tel: 0602 507431.*



FREE FILM AND ONLY FROM

Bronnley's almond bath

Bronnley have added a bath oil to the Almond Oil range of toiletries.

It contains a blend of vegetable and mineral oils and emollients, and is available in five fragrances, English fern, rose geranium, white iris, camellia and forget-me-not. It comes boxed in 100ml glass bottles (£4.95) with gold caps. *H. Bronnley & Co Ltd. Tel: 01-629 8711*

Hydrocare work out

Allergan Optical are trying to persuade soft and gas permeable contact lens wearers to deproteinise their lenses more regularly.

A leaflet with the headline "Why your contact lenses need a weekly workout" has a photograph of a woman lifting a barbell weighted with a contact lens at each end. Inside is a colour transparency of a magnified lens coated with protein deposits. The leaflet and slide will be inserted into over 100,000 24-tablet packs of Hydrocare Fizzy. A supporting showcard is headlined, "Even your contact lenses need a weekly workout." *Allergan Optical. Tel: 0494 44722.*

Free travel around the world and free film!

There could hardly be a more tempting offer for your customers this summer.

The offer is exclusive and only available to Colorama dealers. It starts on July 1 and runs every day through the summer season right up to October 31. All your customers have to do is bring their D&P to

you for processing. We return an Airmiles voucher in their D&P wallet with their prints and negs - one voucher for every D&P order for any size or make of film.

And they get a free film!

Airmiles are big business.



Major brands like Shell, Toshiba, Nat West Access and many, many more are using Airmiles to promote their

products. Destinations on the world's favourite airline, British Airways, can be amongst the most exotic and photogenic in the world.

Now this major national promotion is available in your shop from Colorama.

Capital Ra

We are using for new 30 second commercials in



Colorama Processing Laboratories Ltd., 44-58 Lancaster Street, London SE1 0RP. Tel: 01-261 1082

Pets corner

Following the launch of Hippy Hippo and Lucky Duck animal soaps last year, Bronnley are introducing Franky Frog and Twiggy Piggy to their pets corner. Both frog and pig soaps will prove popular gift ideas, says Bronnley.

Twiggy Piggy (100g £1.15) comes in a pale pink colour smelling mildly of strawberries while Franky Frog (same price) is light green in colour with a minty perfume. *H Bronnley & Co Ltd.* Tel: 01-629 8711.

Up, up and away...

Free balloons are being given away with Deep Fresh play tub in a promotion from Reckitt & Colman, in-store shortly.

Two balloons will be attached to each flashed pack during the campaign period. The promotion follows shortly after the re-launch of the Deep Fresh play tub which has led to a 35 per cent increase in sales, say *Reckitt & Colman Products Ltd.* Tel: 0482 26151.

Wella tackle split ends

Wella Balsam intensive dry ends conditioner is said to target a problem that has never been properly addressed, namely the "split ends syndrome".

Although the only complete answer to split ends is to have them cut off, Wella say that their new rich pearlised cream conditioner contains moisturisers that condition dry damaged ends without overloading, producing less brittle hair.

The new conditioner is recommended for use either



weekly or twice weekly, applied to the ends of shampooed, conditioned and towel-dried hair, then left on for three to ten minutes, depending on hair condition, before rinsing thoroughly.

Wella Balsam intensive dry ends conditioner comes in a 150ml pearlised white tube with the Wella Balsam logo in grey and pink colour coding. It has a trial price of £1.45 which moves up to £1.65 after the launch period. To support the launch, A4 showcards, consumer leaflets and shelf edgers are available.

A national Press advertising campaign is scheduled to appear in the October and November issues of leading women's consumer magazines like *Bella*, *Cosmopolitan*, *Marc Clare* and *New Woman*. *Wella Great Britain.* Tel: 0256 20202.

FREE AIRMILES COLORAMA!

ency campaign from the ne. It will reach 42% of all year olds in the Capital area.

25% of Colorama Dealers could win too! It's not only Colorama customers who will it with Airmiles. Colorama rs can too! We calculate p to a quarter of all our rs could win the equivalent

of enough Airmiles for a flight to Paris. To enter, all you do is display our special Airmiles POS material for the full campaign period.

We're miles ahead! This is the biggest promotion ever from Colorama and we're running it with the full support of Fuji who

have exclusive UK rights in the photo market to Airmiles. So all of the D&P will use Fuji's high quality materials and be scrutinised by their Print Care Service.

Yet again we are miles ahead of other labs.

COLORAMA

Where great photos come to life

New Vantage roller barkers

Vantage have introduced an easy-to-use roller shelf barker to their point of sale package.

It costs Vantage members £20 + VAT for a set of 10 barkers. The free own label product insert card library provided will be automatically up-dated as new products come on line. Members will also receive pre-printed product cards for each month's Top Offers promotion say *AAH Pharmaceuticals Ltd.* Tel: 0928 717070.

Single managed service proposal dropped

The Council of the Royal Pharmaceutical Society is not to pursue a call for the merger of community and hospital pharmacy into a single managed service. A resolution passed at the 1988 branch representatives' meeting stated: "That, in order to further the objectives of the Nuffield Inquiry report, the Council should investigate and report on the merits of the community and hospital pharmacy services being integrated into a single managed service."

Council had delayed considering the resolution until it had discussed the Government's White Paper on the NHS review. Having noted the general thrust of the Government's approach, Council decided at this month's meeting that it would be inappropriate at present to pursue the proposal in the resolution.

Council will continue to make every effort to ensure that those objectives of the Nuffield Inquiry supported by the Society are maintained or introduced into the pharmaceutical services as they develop in both the NHS and private practice.

Supervision debate deferred Council considered a draft statement on supervision of dispensing, prepared by the working party set up at the June Council meeting. After debate, it was agreed to consider the matter further at the August meeting.

Steroid sales Following complaints about sales of Prescription Only topical steroids from general stores, the Society's inspectors had visited a large number of shops and market stalls in London suburbs. Council agreed that prosecutions should be brought against the owners of seven businesses.

Manpower Council is to consult representatives of the different aspects of practice over pharmacy manpower issues. This follows the withdrawal of target numbers for schools of pharmacy by the Polytechnics and Colleges Funding Council and correspondence from the Department of Health concerning the Society's discussions with the PCFC and the Universities Funding Council on student intake and manpower issues.

"Pharmaceutical physician" complaint Council decided to take no action following a complaint about the use of the term "pharmaceutical

physician" by medical practitioners working in the pharmaceutical industry. The Industrial Pharmacists Group Committee accepted with regret that the pharmacy profession had no monopoly over the word "pharmaceutical" unless it was combined with the word "chemist".

Preregistration in industry Representatives of the Industrial Pharmacists Group Committee are to meet production and management personnel from the pharmaceutical industry to discuss the provision of more preregistration posts in industry. **Qualified person requirements** Council approved five documents concerning the "qualified person" requirements produced by a joint working party of the Society, the Institute of Biology and the Royal Society of Chemistry. The approval was subject to including references to the need for experience in manufacturing and the desirability of the person in charge of production to be a qualified person. Council also agreed that a joint register of qualified persons be produced with the Institute of Biology and the Royal Society of Chemistry.

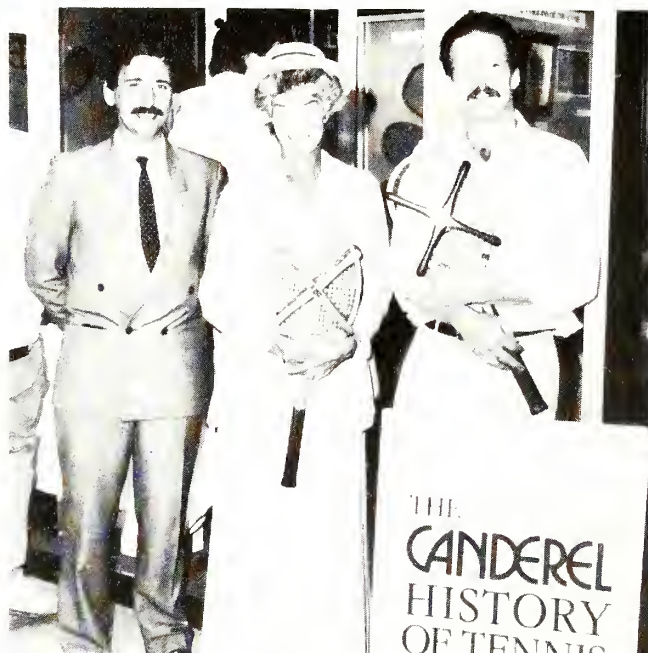
Animal medicines letter Council decided not to endorse a letter which is to be sent to the Minister of Agriculture by a number of organisations involved in the distribution of animal medicines. The letter supported the current distribution system within Britain and made no reference to the future role of pharmacists.

Monsanto merger Council decided that the Society would make no comment on the proposed merger of Monsanto and Rhône-Poulenc. Views had been sought by the Monopolies and Mergers Commission.

Social sciences in pharmacy Council decided on a consultation process on the views of a Society working party which reported in June on undergraduate instruction in the social and behavioural sciences in schools of pharmacy.

Co-option Council agreed that Mr R.F. Weir should be co-opted on to the Industrial Pharmacists Group Committee for a further year.

Adviser Dr Harry Seager was nominated as the Society's representative on the advisory body to initiate the MSC in industrial sciences at Manchester.



As part of their national promotion of Canderel, Searle Consumer Products sponsored the Canderel History of Tennis Exhibition, which was officially opened by Virginia Wade at Waterloo Station. The exhibition, owned by Jim McCready, traces the history of tennis prior to 1939. (From left to right), Laurence Smith, Searle marketing controller, Virginia Wade and Jim McCready, past executive director of the American Tennis Platform Association

RPSGB COUNCIL STATEMENT

Child-resistant containers

Because of the effectiveness of child-resistant containers in reducing accidental poisoning among young children, the Council decided that the voluntary scheme for the use of child-resistant containers should become a professional requirement as from January 1, 1989.

In 1981 the pharmaceutical and medical professions agreed that all solid dose oral preparations should be dispensed in either a reclosable child-resistant container complying with the British Standard or in unit packaging of strip and blister type unless:

- (i) they are in a manufacturer's original pack so designed that transfer to a reclosable child-resistant container would be a retrograde or unnecessary procedure, eg tins or tubes of throat lozenges or effervescent tablets, sachets of powder or insufflation capsules (attention should be paid to the special requirement for glyceryl trinitrate tablets); or
- (ii) the patient is elderly or handicapped and will have difficulty in opening a child-resistant container; or
- (iii) the patient specifically asks that a product shall not be dispensed in such a container.

This agreement was reached at the instigation of the Department of Health, which agreed to increase the container allowance. Thus, pharmacists are being paid to use child-resistant containers for medicines dispensed under the NHS.

Within the same criteria child-resistant containers should also be used for products which are packaged in the pharmacy for sale.

Pharmacists are asked to ensure that patients are able to use child-resistant containers. Where patients encounter significant problems in their use, alternatives can be used, but this should be the exception rather than the rule.

Where a product is supplied other than in a child-resistant container the pharmacist should make a particular point of advising that medicines be kept well out of the reach of children.

This statement replaces that of August 13, 1988.

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Advice from the Council of the Royal Pharmaceutical Society, The Pharmaceutical Journal, July 11, 1987

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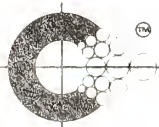
be changed from PHYLLOCONTIN CONTINUS tablet preparations to other slow or sustained release xanthine preparations without retitration and clinical assessment. **Warnings:** The following agents increase clearance: phenytoin, carbamazepine, rifampicin, sulphapyrazole, barbiturates, smoking and alcohol consumption. The following agents decrease clearance: allopurinol, cimetidine, erythromycin, thiazolidazole, isoprenaline, oral contraceptives, viral infections, liver disease and heart failure. Influenza vaccine may potentiate theophylline. A reduction of dosage may also be necessary in the elderly. The following should be used with caution: halothane, lomustine and lithium. Although theophylline crosses the placental barrier, it has been used during pregnancy without attributable

adverse effects. **Side effects:** The risk of side effects usually associated with aminophylline and xanthine derivatives such as nausea, gastric irritation, headache, palpitations and CNS stimulation is reduced. Basic NHS Cost: 235p per day (ex 1000 pack, 2 b.d.) PL0337/0026.

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ANOTHER CONTINUS CLASSIC

NAPP

Belfast woman struck off for OTC sales

Belfast pharmacist Sheila Kitty Burges Lobban has been struck off after a DHSS investigation into the amounts of Terpinol, codeine linctus and surgical spirit being sold from her premises.

The Statutory Committee of the Pharmaceutical Society of Northern Ireland heard that Miss Lobban had first been registered as a pharmaceutical chemist 30 years ago, and had been in business at 54 Upper Newtownards Road, Belfast, since 1962. She was still carrying on her business, rebuilt after a major fire five years ago, in spite of recently having undergone surgery for a brain tumour and later suffering a mild stroke.

However, DHSS pharmaceutical inspectors became suspicious late last year of the way the pharmacy was being run. DHSS principal officer Ivan McFarland told the Committee it was becoming noticeable that there was an increase in abuse of certain OTC medicines in East Belfast. He was alerted to a possible problem by pharmaceutical wholesalers, and he became more suspicious when he saw "such large quantities" of Terpinol, codeine linctus and surgical spirit being bought by Miss Lobban.

On February 28, Mr McFarland waited outside while a plainclothes RUC constable went in and bought two bottles of

Terpinol for £13. Mr McFarland told the Committee the Drugs Squad officer told him the man who sold him the Terpinol had asked him: "Do you know how to use this? It's dangerous stuff."

The Committee heard that the man who sold the Terpinol was the husband of Miss Lobban's regular assistant, who said he was "looking after" the premises in the absence of both Miss Lobban and his wife. Neither he nor his wife was a pharmacist.

A stock check at the time revealed eight 225ml bottles of Terpinol; 74 100ml and 24 200ml bottles of codeine linctus; and 30 200ml bottles of surgical spirit. And a search of the schedules of two pharmaceutical wholesalers showed she had bought the equivalent of 18.225 litres of Terpinol, 72 litres of codeine linctus and 26.4 litres of surgical spirit in the previous month, quantities later described by the Committee chairman, Mr Charles Hill, QC, as "absolutely alarming".

Mr McFarland said Miss Lobban was "very upset" when he informed her that Terpinol had been sold in her premises without her supervision. She told the inspector she was "not aware" of the abuse of Terpinol. Asked by Mr McFarland if she knew there was abuse of codeine linctus in the local community she replied: "Yes, from the inquiries I get, it

looks like it."

Mr McFarland said that of the 72 litres of codeine linctus purchased by Miss Lobban in January, the records showed that just 0.8 litres was dispensed on prescription. He added that Miss Lobban had been "very co-operative" during his inquiry, and the DHSS had decided not to prosecute, because Miss Lobban's medical history could make court proceedings unduly and unnecessarily stressful to her and of little benefit compared to the Statutory Committee decision.

Miss Fiona Donnelly, for Miss Lobban, pointed out that Miss Lobban had carried on her business for many years "in a very professional manner". She said that it was the first time her pharmacy had been brought to the attention of the DHSS for any reason.

She said the medicines had been sold in the middle of Winter, when coughs, common colds and aches and pains abound. "With hindsight" Miss Lobban admitted she should have been suspicious about the quantities of the items she was selling.

Miss Donnelly said the man who sold Terpinol thought he had been doing "a good turn" while his wife and Miss Lobban went to get their affairs sorted out after a "very traumatic" robbery in the pharmacy the previous weekend when both women's handbags had been taken.

The solicitor asked the Committee to note that although Miss Lobban carried on her pharmacy in a dangerous part of Belfast, she had made no attempt to plead duress or that she acted under threats.

Announcing the Committee's verdict, chairman Charles Hill told Miss Donnelly: "We do not wish to punish your client in any way. She has been, and remains, in our view, a person of great character and integrity. However, it is our duty to protect the public. Consequently, after the most heart-searching debate, it is the unanimous view of this Committee to direct that your client's name be removed from the Pharmaceutical Register."

"It is correct to say that a person may appeal to be restored to the Register after a year. But, while we have the greatest sympathy with your client, on this occasion I am not advising you to consider that," said Mr Hill.

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Two four-strong squads from AAH Pharmaceuticals' Vestric Nottingham branch enlisted for a "Day in the Army" joining more than 100 teams in the annual assault course challenge organised by the Rotary Club of Newark Castle. The two Nottingham branch teams recorded almost identical times, raising a total of £266 for charity appeals

State of play wanted on new FP10

I have just finished reading the May edition of *Mims Magazine*. It gives details of a new FP10 form which is currently being considered by various interested bodies and was designed to bring up to date and will be of interest to Society members.

While some of the changes are to be commended, eg the horizontal layout, the extra area for endorsements, etc — the area which caught my eye was a section below the doctors signature requesting that we should "please deliver the items prescribed to the patients home/a local collection point". A section within the endorsement section was thoughtfully provided so that we could record the one-way delivery distances.

I also note that a committee of the Pharmaceutical Council welcomes the new form and I am left wondering why the pharmaceutical Press has had few details on this matter which is of fundamental interest to the membership.

After having read the article I contacted the PSNC and was told that they knew of the redesign of the FP10 and that if we were to have to deliver prescriptions a fee would be negotiated on our behalf. So it would seem that everyone knew about the proposals that we may be required to deliver prescriptions except the members themselves.

This raises several questions about the whole affair.

(i) Why did the Society not keep its members fully informed of these new developments before they got to such an advanced stage?

(ii) Has the Society's attempts to alter the supervision rules anything to do with this matter? It

is very difficult to supervise dispensing while out delivering prescriptions.

(iii) Has the PSNC considered how we could practically carry out such a delivery service?

For its information I would suggest the following may help in trying to negotiate a suitable fee.

For a pharmacy doing, say, 2,000 items per month, of which 1,000 may be delivered (ie half of their items), based on an average six-day working week, some 41 items per day require delivery. Now let us suppose you could deliver each one in ten minutes (much more, of course, in large cities) then it would seem you are going to be out of the dispensary for over six hours.

Let us now suppose that we have two items per form and we arrive at the figure of three hours per day out of the dispensary. How can a single handed pharmacy do this? Will the fees to be negotiated be sufficient to employ a person to do deliveries and cover the cost of transport which we will have to provide? What about the people who dispense even more items — will they ever be in the dispensary during the day?

Clearly the whole matter needs to be carefully thought out before our ruling bodies commit us to such a radical change of dispensing practice.

J. Burns
Manchester

Editor. *C&D* published an early version of the form being promoted by the Society of Family Practitioner Committees on January 28, p120. It was originally put forward by secretary of Lincolnshire Local Pharmaceutical Committee, and SFPC member Noel Baumber. February's LPC

conference was set to debate a motion on the form, but in the end did not, referring the matter to PSNC, where it is still under review (see also p72).

'Child proof' thoughts

I never watch Esther Rantzen programmes but it seems that on Sunday, June 25, an unfortunate pharmacist was torn to pieces because he supplied some tablets which were not in a "child proof" container.

This presupposes that a child would have been unable to get at the tablets had a CRC been used and this is manifestly untrue — children of four and five years have been known to remove CR tops, and older children have been asked to do this for grandparents unable to manage it themselves.

May I suggest that the Council of the Royal Pharmaceutical Society, supposedly existing for the protection of pharmacists, should be vigorously defending its member against this vicious attack — instead of seeking to devise even more draconian rules restricting the right of pharmacists to exercise "professional responsibility".

Surely, it is the duty, not of pharmacists, but of *parents* to ensure that their children do not come to harm. A locked cupboard for medicines would be an obvious first step in this direction rather than relying on the false sense of security engendered by "child proof" containers.

Stanley G. Bubb
Poole

THE TRIANGLE TRUST

The Triangle Trust 1949 fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed or formerly employed in the pharmaceutical industry in Great Britain. Such relief may include assistance with educational expenses.

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Mr Khanna, of Medicentre, Newcastle is pictured here receiving his Unichem 'counter credit' cash prize cheque for £2,500 from Noel Keane, Unichem regional sales manager (left) and Ray Durey, Unichem's Newcastle branch manager (right)

BUSINESS NEWS

New cards get symbols

New symbols for £100 and £250 cheque guarantee cards were issued this week by the Association for Payment Clearing Services (APACS), this week. The symbols take the form of high-security holograms coloured silver and gold respectively to denote £100 and £250 limits.

Both holograms are composed of three layers of images showing the relevant guaranteed amount and the Shakespeare "seal" which denotes the cheque guarantee function. The total effect is said to be a series of bright, easily recognisable images which clearly show the guarantee limit. A final feature is that the figures of £100 and £250 have been engraved by laser on to the surface of the hologram.

APACS spokesman Jim Parsons says: "We are very pleased with the new holograms. They are at once clearly distinguishable both from each other and from the current £50 card."

Incorporating Shakespeare's image into the design has ensured a coherent, recognisable 'family' of cheque guarantee limits."

No formal date exists for the introduction of the £100 and £250 cards but it is expected that some will appear before the end of the year. Each member institution will determine its own policy regarding the issue of these cards. In September a direct-mail pack will be distributed to over half a million retailers containing staff information posters and other training materials. This will be supported by retail trade press advertising.

Celltech and Boehringer are to collaborate on a programme to produce a humanised form of a murine monoclonal antibody developed by Boehringer Ingelheim.

1992: The Department of Trade and Industry published an advice booklet for small businesses this week. It is available free by calling their 1992 hotline: Tel 01-200 1992.

Ward White get ready to fight off Boots

Boots' directors are preparing themselves for some tough talking this week when Ward White issue their defence document.

WW's chairman Philip Birch is expected to issue a strong rebuke to the claim made during the launch of last week's £800m bid that his group "lacks strategic direction".

The claim made by Boots chief executive Sir James Blyth will be rejected along with the view that Boots has something to offer shareholders in the DIY to motorspares group.

Mr Birch is likely to argue the reverse, that WW's portfolio, which includes the highly successful Halfords chain, offers more than the pharmaceutical group can possibly offer in return. He has already said the £800m bid considerably undervalues the group.

Boots' shares, which fell sharply on the announcement of the bid, have been climbing back steadily all week. Analysts think that even if the bid fails, the company still stands to make a profit on its 10.6 per cent stake.

Research merger

Two independent clinical trials companies — CANTAB and CTC International — merged their operations this week. Operating under the new name of Clinical Science Research (CSR), plans have been approved to develop a new clinical investigation unit later this year.

Cambridge Applied Nutrition Toxicology and Biosciences Ltd are based at Hinchbrook

Hospital, Huntingdon and The Royal Hallamshire Hospital, Sheffield. They provide a dedicated hospital-based facility for conducting clinical trials and also provide pharmaceutical registration services.

Clinical Technology Centre International Ltd specialise in the evaluation of the safety, efficacy and acceptability of a wide range of consumer products volunteers.



Mentholatum managing director Dr Ken Henderson and sales and marketing manager Mike Corzberg prepare to release 100 celebratory company balloons on a boat trip along the Thames for staff and guests to mark the centenary of the American parent company, which was bought out by the Japanese firm Rohto Pharmaceutical last year. Dr Henderson particularly commended the British arm of the company for its efforts in achieving 75 years of service to the founding family firm

NCT blame Government

Falling sales and employment growth in the small business sector led the National Chamber of Trade to attack the Government last week for 'hampering growth'.

The NCT says the policy of restraining growth through high interest rates and revenue surpluses is beginning to dampen demand. It adds that, although a downturn was expected during the first quarter of the year, the slump has been more severe than expected.

These pressures are said to show up in the latest survey from the Small Business Research Trust (an independent body) which shows that businessmen are more concerned about high interest rates than any other work-related problem.

The survey also shows that the issue of "total tax burden" has gained in importance in the minds of Britain's small business community with "lack of skilled/trained employees" in third. NCT director general Bernard Tennant says: "The small business sector is the barometer of the nation's economic well being."

Miles move to top spot

Miles Ltd claim to have moved to the top spot in the British and Irish diagnostics markets with the \$187m acquisition of Cooper Technicon last week.

The combined company's diagnostic products and instruments cover 70 per cent of the market, including diabetes monitoring and urinalysis.

Miles' chairman Dietmar Gronenborn says: "Our combined resources immediately make us the largest single market force in the sector and the association with our parent group, Bayer AG, offers the prospect of more R&D investment."

Richardson to award £2,000 for PMR papers

John Richardson Computers Ltd are offering £2,000 in prize money for the best papers on patient medication record systems. The company wants practising community pharmacists to set out in 1,500 to 2,000 words, their views of the "major impact" PMRs will make on community pharmacy practice.

The panel of Dr Barry Strickland-Hodge, Dr John Blenkinsopp, Mr Hamish Horsborough and Mr Anthony Peel, will judge the papers and award the first prize of £1,000

along with £250 to each of the four runners-up. The winners will be published in *Chemist & Druggist* as may the papers.

The papers must be written to the title: "How I see a computerised patient medication record systems benefitting my pharmacy and the profession" to reach John Richardson Computers Ltd, St Benedict's House, Brown Lane, Bamber Bridge, Preston PR5 6ZB, by November 30. The envelope must be marked "JRC Award" and the copy must be double spaced.

New depot site for Unichem

Unichem this week confirmed the location of their latest depot — Letchworth Business Park in Hertfordshire.

Development of a new 80,000sq ft warehouse has begun which is due for completion in early 1990. The depot will replace Unichem's Willesden operation where the 21 year old lease is due to expire.

Operations director Kelvin Hide says: "After many months of searching for a suitable site we

decided that Letchworth, with its excellent road network, offered the best strategic position for a new depot." It is being built by Mowlem Management Ltd and will contain the most modern warehouse handling facilities in the country and we are very excited about the plans."

Staff from Unichem's Willesden branch have been offered the opportunity to relocate to Letchworth where over 200 personnel will be employed.

Companies House to change returns forms?

Companies House is inviting comments on proposals to replace the present company annual return form with a "shuttle" document.

The new form would be tailored to the individual business, setting out information already held by Companies House about the firm, its secretary and directors. The business would be invited to confirm or amend this information.

By introducing this change, Companies House say it hopes to make life easier for the form-filler and encourage prompt completion and return.

The "shuttle" idea is also closely linked with plans for a computerised register of secretaries and directors. Copies of the consultative document are available from John Spears at Companies House, Tel: 0222 3801647. Comments by July 21.

Konica's near hit

Konica's plans to push sales of their SR-V range of film into second place in the branded market, and to promote their recently launched A4 camera, have just received an unlikely boost in the form of an aircraft near-miss over London.

Two jumbos heading for Heathrow airport came within 600ft of each other at the end of last month and the whole incident was caught on Konica camera and film by David Holgarth, a car firm

executive, seated in a window seat of the executive class Cabin.

Marketing executives at Konica responded on hearing the story with speedy reactions that can be favourably compared to those of the EL AL and Japanese Airlines pilots. Only days later the *Daily Mirror* — the main stay of Konica's advertising push this year, contained a full page ad highlighting the claim that "Fortunately, David couldn't miss with Konica".

IN THE CITY

Bid fever returned with a vengeance to the London Stock Market in the past few weeks. The latest bid is the £13 billion blockbuster by Anglo Group, the investment vehicle run by Sir James Goldsmith and Sir Jacob Rothschild, for BAT Industries, the tobacco to insurance combine.

But even before BAT stepped into the spotlight last Tuesday the market had seen a number of mega takeovers, including a £3.5bn agreed bid for Consolidated Goldfields from Hanson, the industrial group and an £800m contested offer from Boots for Ward White, the DIY and motor parts retailer.

With a number of other takeovers currently also in progress, London share prices have shrugged off their traditional Summer blues to post useful advances. In the last month the FT-SE 100 index, which charts the progress of the top 100 UK companies, has gone up by 2.5 per cent.

Apart from Boots, however, the pharmaceuticals and health sector has been relatively quiet following a spate of results earlier this year. Sir James Blyth, Boots chief executive, believes that by taking over Ward White the company will be adding a growth sector to its retailing activities. Although no obvious "synergy" benefits are being claimed by the bidder, Boots believe that their experience in merchandising consumer products will be the key to the successful integration of Ward White.

On the other hand Glaxo, Britain's biggest pharmaceutical stock with a market value exceeding £10bn, has been helped by a series of presentations to institutional investors.

Much attention is focussing on the proposed huge merger of Beecham with its US counterpart Smithkline Beckman (*Business News* last week). But the shares may not attract attention from some US fund managers in future. The result is that the enlarged company is not expected to be listed in the Standard & Poor's 500 index, which monitors share price movements of the top 500 US companies. Some US institutions only invest in those companies listed in this important and widely followed index. So some experts believe the move may act as a short term brake on the enlarged company's shares.

On July 27 ICI are expected to announce half year results to June. The shares have been weak recently due to worries about prospects in the world chemicals industry. Analysts are looking for first half taxable profit of £900m, up 15pc.

COMING EVENTS

Unichem's 9th golf trip

Unichem's 9th annual golf trip will take place from March 31 to April 7, 1990 at the golfing complex of La Manga in South Eastern Spain.

Flights depart from London Gatwick, Glasgow, Manchester and Newcastle and a variety of accommodation is available at prices starting from £370 per person. To avoid disappointment golf enthusiasts are advised to make an early booking. Contact Bill Hart on 01-391-2323.

Advance information

Ipx 89 Irish Pharmacy Exhibition. August 20-23 at the Royal Dublin Society, Mian Hall Complex in Ball

Bridge, Dublin. Sponsored by the IPU. Inquiries to John Palmer (Exhibitions) Ltd, 3 Woodbine Park, Stillorgan Road, Blackrock, co Dublin. Tel: 694022.

UK Clinical Pharmacy Association. Clinical pharmacy induction course, September 1-2 at York University. Contact Sally Shaw at Bolton Royal Infirmary, Bolton BL1 4QS. Tel: 0204 390318. Cost £110 (£130 to non-members).

European Society of Clinical Pharmacy. Joint meeting with the European Association of Hospital Pharmacists and the German Society of Hospital Pharmacists. "The present state of hospital pharmacy in Europe". Details from A.T. Stafford, Pharmacy Department, Oldchurch Hospital, Romford, Essex. Tel: 0708 46090 ext 3320.

Cosmetic, Toiletry and Perfumery Association. Autumn conference, October 24-25 at the Garden House Hotel, Cambridge. Details from CTPA, 35 Dover St, London W1X 3RA. Tel: 01-491 8891.

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ABOUT PEOPLE

Run helps heart scan

James R. Henderson, a pharmacist from Ardersier, Scotland is to support the heart foundation CORDA through his run in the half-marathon at the Nairn Highland Games on August 19.

James hopes to collect at least £500 as "a token repayment" on behalf of his 18 year-old daughter,

who underwent open heart surgery when she was three weeks old.

CORDA, the Coronary Artery Disease Research Association, urgently requires £10,000 to support the study of a revolutionary heart scanning device and is supported by Seven Seas through the sales of Pulse.

GHP awards

The Guild of Hospital Pharmacists' Merck Sharpe & Dohme award has been won by Miss Hilary Scott, Dudley Road Hospital, Birmingham, for her submission "The development of subconjunctival and intravitreal injections in ophthalmology". The work will be presented at the MSD day symposium in London in 1990.

The Guild Ciba-Geigy award has been won by Mrs Rowena

Farr, University Hospital of Wales, for her submission "An investigation into methods for monitoring the introduction of new drugs into hospital formularies". The work will be presented in Liverpool on the evening of February 2, 1990.

The closing date for applications for the Guild ICI travelling fellowship and the DBL/FIP poster award has been extended to July 31.



Pharmacists Eric and Nora Jensen are pictured celebrating their Golden Wedding anniversary recently. They have both been on the Register for over fifty years. Mr Jensen, business consultant, author and lecturer has been writing for the Chemist & Druggist for more than 20 years. His current series is Back to Basics and before that Pharmacy Economics

APPOINTMENTS

PAGB appoint ad-girl

Miss Julie Hayward has been appointed advertising services executive of the Proprietary Association of Great Britain. She joined PAGB in April 1986 and has worked as the advertising assistant since June 1988. Her responsibilities will lie primarily with the administration of the Association's Code of Standards of Advertising Practice.

British Distributing Company (BDC) have appointed Lindsay Tait and Stan Bussetil to the executive board. Lindsay Tait is the newly appointed divisional director of Lightening Independents Division and Stan Bussetil divisional director of Lightning Industrial.

Baxter Fell Northfleet Ltd (BFN) have appointed Jeff Smith as marketing manager responsible for BFN Showrax, BFN Storeplan and BFN major accounts divisions.

Mr Bob Grice, divisional manager of Wellcome Consumer Division, has been elected to the executive committee of the Proprietary Association of Great Britain.

Crookes Healthcare have appointed Andrew Tasker as product manager for Farley's Osternmills.

Creighton Laboratories plc have promoted Michael Briggs to marketing manager and Margaret Firman to contract sales manager.

Food Brokers Ltd: Hamish Gibson will succeed Ron Hudson as managing director, upon his retirement early in September. As a result of this Alan Freeman will become deputy chief executive, Alan Rawlinson, sales director, David Smith, marketing director and Gavin Brown commercial director.

Fabergé Inc (UK) have appointed Bill Hicks as brand manager.

European Pharmaceutical Commission: Ms Agnes Artiges, vice-director pharmaceutical affairs in the DoH France, has been made chairman.

DEATH

Viner: Martin Viner, managing director of Weleda (UK) Ltd, died suddenly on July 3 at the age of 57.

Born at King's Langley, he was educated at a Steiner school which promoted humanity's oneness with the natural order. Later he attended Michael House, Ilkeston, the Steiner foundation in Derbyshire which now houses the Weleda company.

Martin Viner devoted his life to the natural medicines movement, founding the Natural Medicines Group of manufacturers and supporting the Natural Medicines Society which now has nearly 10,000 members.

He was a director of the Groundwork Trust, working for a cleaner and greener environment, and worked with the Derbyshire Wildlife Trust.

Martin Viner leaves his wife Penny and two daughters.

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